

MEASURE AND OPTIMIZE YOUR PATIENT ACQUISITION FLOW

1: DO THEY FIND YOU?

Potential patients can't schedule with you if they can't find you. Organic search (SEO), visibility on business listings, Google Ads, social media or other methods can allow more patients to find you.

Metric to Track: Local Website Visits

2: DO THEY CONTACT YOU?

If you're getting website traffic but few contacts, your website likely isn't converting. It may be confusing, distracting, not represent your brand or lack a clear call to action. Focus on improving your website to generate more potential leads

Metric to Track: Weekly Phone and Email Contacts

3: DO THEY BOOK?

Are your potential patients booking when they contact you? You should be converting somewhere between 50-80% (depending on your niche) of new patient calls. If you're getting calls but not converting, we need to examine front desk scripts and follow-up protocols.

Metric to Track: Percentage of Contacts that Schedule

4: DO THEY SHOW UP?

Are you having many people schedule an evaluation but then cancel or no-show to the initial appointment? If so, you'll need to examine your reminder sequence and create patient buy-in even before the arrive.

Metric to Track: Dropped Evaluations

5: DO THEY CONVERT?

Many practices are actually getting enough evaluations, but aren't converting them to great patients. If you or your PTs are routinely having patients self-discharge or fail to return following an evaluation, your issue may be more in getting patient buy-in than your marketing

Metric to Track: Drop Off Rates

6: DO THEY ADVOCATE?

Your best marketing is often your former patients. Do they leave excited about how much they've accomplished with you, or are they dropping off before you think they're ready? Are you giving them tools to tell their story about their positive experience at your practice to their friends and family?

Metric to Track: Number of New Patients from Patient Referrals